

WEEKLY REVIEW

Work of Sales Force Stimulated by Contest

Week Just Ended Shows Large Gain.

Contest for Personal Grips Apparently a
Big Success.

New Contest to Start April 12th. Details
Will Be Announced Next Week.

The Weekly Review



Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

VOLUME
T W O

Thursday, March 25, 1909

NUMBER
FOURTEEN



SPLENDID WORK IN FIELD

**Total For Week Shows Large Increase Over
Last Year.**

FIFTH LAP IN THE CONTEST FOR GRIPS IS ON!

**Let Every Man Keep Up a Lively Pace and Come Under the Wire
a Winner.**

By the time this reaches you, we will be starting the fifth week of the contest. We are particularly anxious that every man will make a splendid showing up to the 10th of April on which date the contest ends. By this we do not mean that we expect you to slack up after the 10th of April, but we are very anxious to see every man on the force win one of those personal grips, and we therefore ask that you keep up a lively gait. It is not the writer's intention to say much about the contest here as Mr. Gerlach will have something to say about it elsewhere.

While the total for week ending the 13th is not quite up to that of the previous week, there was a most satisfactory volume of business reported, and in view of the fact that there were no very large orders included in the total, the showing as a whole is really better than that of the previous week.

You will recall that during the week ending the 6th there were two large orders booked which alone reached nearly \$5000.00. We refer to the large one closed by Mr. Albert, and the \$1500.00 bank order that Mr. Greenhalgh closed. Besides these there were a number of other very good orders, and therefore as stated

the showing for the week just ended is most satisfactory, and shows a splendid increase over corresponding week of last year.

It is, of course, a mighty nice thing to see some of the big orders come to us, particularly so when they are secured in competition, and when it is largely a question of workmanship, and subjects, as it was in these particular instances. It is a mighty nice thing for a salesman to be able to swing into his total a nice order occasionally, but after all, boys, it is the steady performer who has the most satisfactory commission account at the end of the year.

In the first place the commissions are considerably smaller on big deals as you know, but aside from this fact the man who is getting business every day or nearly every day has the best total at the end of the year and has a much better chance of increasing this business.

Most of you have made what might be called flying trips, hitting the high spots and are now ready to settle down to the steady grind for orders. Make it a point to show the G.-B. line, that is, show at least a few pieces to every prospect regardless as to whether or not he has bought. A little missionary work may get you the business next year. If you show a few of

our dainty De Luxe you cannot fail to interest a prospect, and when he receives advertising matter early next year he is pretty likely to wait for the G.-B. line.

We are receiving evidence every day of the fact that it pays to do missionary work. For the past few years a few of our competitors manufacturing high class goods have had things pretty much their own way. That is to say there are many people who have been buying high grade calendars, who are satisfied with the service they have been getting, and who might not be inclined to make a change unless you show them that the G.-B. Co. had something a little better to offer. Therefore, we suggest showing at least a few pieces of our work to every prospect even though he may have placed his order.

Some few weeks ago in the pages of the Review we advised you that ground was broken February 27th, for the additions to our factory. Conditions have been favorable and we are glad to say that the foundations are now practically all in, and work is progressing rapidly. One of the wings should be completed within the next several weeks. We are therefore going to be in splendid shape to handle the largely increased business that is coming in. When we have both wings completed and the largest calendar factory in the world we will be in a position to handle a splendid volume of business, and its up to you to get it.

In the maze of duties in connection with the additions to our factory, don't think for a moment that the new line has been neglected. Mr. Barklow and Mr. Gerlach, as you know, recently made a tour of the art center with splendid success and the selection of subjects is being given more attention than ever before, only the highest grade of subjects entering the 1911 line.

The new factory will not only be the largest factory devoted exclusively to calendar manufacturing but will undoubtedly be the best equipped. You will therefore, realize that the G.-B. Co. is making it possible for its sales force to prove the most successful sales force handling a similar proposition.

To the new men on the force we would say, if you don't grasp the proposition thoroughly, study your handbook most carefully; study distribution methods and be able to convince a prospect that it is going to pay him to advertise with G.-B. calendars. With the proposition you have to offer and by careful and close work in your territory, you should be able to build up a business that will bring you handsome returns. Do plenty of missionary work and study your territory carefully as you go along. *Let every prospect know that you have the finest line of calendars in the world, and that the G.-B. Company soon will have the largest exclusive calendar factory in the world.* Guess that sounds pretty good, doesn't it, and remember, boys, *it's not hot air.*

CONTEST HALF OVER

With the closing of our business on Saturday, March 20th, the present Contest was half over, and in checking up we find that approximately fifteen men have their quota or better, and many others only a little short of the amount necessary at this time.

We believe that owing to the fact of our having this Contest we have done a larger volume of business than we would have done had all of the salesmen worked without this prize in view. In fact, if we did not believe so we would not consider having Contests of this kind in the future, and we want every man, regardless of whether he has sold his quota thus far, and even if it seems to be impossible for him to reach the required amount, to put forth his best efforts during the last three weeks and see if he cannot win in the face of what looks like an impossibility at this time.

We want to hand out at least twenty of these grips, and if the boys can make it thirty we will be all the happier here at headquarters, and while we have not at this writing definitely decided what we will do in the way of a Contest for the next month, beginning the 15th, we feel quite sure that we will offer something that will make it worth your while to put forth the same efforts which you have during these past three weeks to win again.

Our percentage of increase has been beyond anything we hoped for January 1st. In order to maintain the clip which we have been going, every man on the force will have to give us his assistance, and if you find at the close of the present Contest that you have lost out, you will also find that if you have put on an extra head of steam in order to win one of the prizes, you have at least sold additional goods, which will

pay you an additional commission. Now let every man on the force who is not laid up on account of illness, pitch in and make the last three weeks as good as the first three, and we will be more than satisfied, and while we know that it is an impossibility for every man to win we at least hope to see the number as large as possible, and, if you will stop to consider that the Class C men have only been asked to sell a little more than \$40.00 a day, the Class B

less than \$60.00, and the Class A just \$75.00, you will easily appreciate that it was not impossible for any man on the force to win.

We trust that every man on the force will make it a point to put in every day for the balance of the Contest, which ends April 10th, and make the closing weeks produce a volume of business that will average up with the four weeks past, which have been in every way more than satisfactory.

THEO. R. GERLACH.

WEEK ENDING, MARCH 13th.

As intimated elsewhere, the work of the sales force is very satisfactory, the total sales showing a nice increase over the corresponding week of last year although spectacular work is entirely lacking. It is true Mr. K. H. Gerlach reports a splendid total for the week amounting in round figures to \$800.00, still this is not at all out of the usual for Mr. Gerlach as he has been reporting weeks as good or better than this right along.

Mr. Gerlach has a clean week to his credit and a total of 19 orders. When a man does business every day and a total of 19 orders for the week you may know that he has been working. On Monday he secured five orders amounting to something over \$100.00; Tuesday he closed two fair orders; Wednesday four orders; Thursday two orders of less than \$50.00 each; Friday he landed two orders amounting to approximately \$100.00 and Saturday four orders the total of which was over \$250.00.

Mr. H. E. Smith follows Mr. Gerlach with a total of five orders and business for four days. On Monday he reported two orders amounting to over \$250.00; Tuesday and Wednesday he closed one good order each, amounting to considerably over \$100.00; Thursday and Saturday he was skunked and on Friday closed one fair order.

Mr. Meyer's total is within a few dollars of Mr. Smith's. He wrote a total of five orders but business on only three days; Wednesday, Thursday and Saturday being his blank days. Monday he secured one good order amounting to close onto \$200.00; Tuesday his two orders ran considerably over \$200.00 and on Friday two more orders made up a report of something over \$100.00.

Mr. Coleman follows with a total within \$8.00 of Mr. Meyer's. He reports business

every day and a total of 19 orders. His record as far as number of orders goes is the same as that made by Mr. K. H. Gerlach, although the total volume of his orders is not nearly as large. As we mentioned in connection with Mr. Gerlach's work when a man writes a total of 19 orders and business every day, he is certainly putting in good hard conscientious work. We wish we had more men on the force who could produce business with such splendid regularity as does Mr. Coleman.

Mr. Ungerer stands No. 5 with a total within a few dollars of Mr. Coleman's. He reported 12 orders and business four days. The bulk of his business was written the first three days of the week, and we do not know just what caused the slump the latter half of the week. On Monday he wrote four orders amounting to approximately \$200.00; Tuesday he had four small orders; Wednesday his two orders ran in the neighborhood of \$250.00 and Thursday two more small orders; Friday and Saturday he sent in blank reports.

Mr. Scott follows Mr. Ungerer; although he succeeded in landing but three orders. Two of the three however, were good orders and make up a nice total. The largest of his three orders amounts to \$324.00.

Mr. Considine follows with a clean week and a total of six orders. On Monday he secured his largest order which amounted to \$217.00. He reported one order for each of the remaining days of the week. Mr. Beelman has a total just \$12.00 less than that of Mr. Considine's. He secured six orders and business three days. Mr. Beelman unfortunately could not put in the full week in the field, being called home, on account of illness in his family. We regret to see four ciphers in Mr. Beelman's gross sales column, as he has made such a splendid record so far this year, but of course

under the circumstances it could not be avoided.

Mr. H. B. McDonald follows with a clean week and 14 orders to his credit. Mr. McDonald is one of the steady producers on the force, and it is certainly gratifying to have such men on the force—men who you can depend upon to send in business with regularity.

Mr. Shimmin reports a total of five orders for the week. Wednesday was Mr. Shimmin's best day, as he closed four orders amounting to something over \$200.00. Mr. Carter follows with a total of nine orders and a clean week to his credit. While Mr. Carter landed some business every day, his best order was booked on Saturday. It amounted to an even \$150.00.

Mr. Osmun has a total of just \$11.00 less than Mr. Carter's, although he however, reported business for but three days. His best orders were secured on Tuesday and Friday, the latter order being approximately \$200.00. Mr. Brooks follows with a total of seven orders and business every day. His best order was taken on Monday it amounts to \$122.00. He however, succeeded in securing a good order on every other day of the week and this is the kind of work that counts. Mr. Brooks by the way, is a new man on the force and if he can keep up this kind of work he will certainly prove a success.

Mr. Roberts follows closely with a total

made up of four orders. Business for the week was pretty evenly distributed and there are a great many others who have made a satisfactory showing among whom we might mention the following: Messrs. Lindsley, Parks, Heneghan, Conkling, McLaughlin and Woodman.

Days' Business.

There is a decided improvement under this heading over the corresponding week. Last week we reported but three men who had gone through the week with clean records; this week 11 men have reported business every day. The list follows:

Brooks
Carter
Coleman
Considine
A. E. Gerlach
K. H. Gerlach
Lambert
Lott
H. B. McDonald
McLaughlin
Parks

Mr. Barclay, Mr. Conkling and Mr. Fadely went through the week with but one bad day, and the following closed business on four days of the week.

Albert
Bayley

STANDING OF G.-B. SALESMEN FOR WEEK ENDING, MARCH 13th, 1909

	Standing In Sales	Days Business	No. Orders			
Albert	28	3	10	Greenhalgh	30	4
Atherholt	34	5	11	Grossman	46	5
Barber	33	4	10	Heneghan	17	3
Barclay	21	2	6	Huffert	22	3
Bayley	42	3	10	Lambert	29	1
Beelman	8	4	8	Lott	25	1
Betton	35	4	7	Lindsley	15	4
Bing	24	5	12	Marks	27	5
Blodgett	48	6	12	McCully	40	3
Brooks	12	1	7	McDonald, H. B.	9	1
Byron	50	7	14	McDonald, W. A.	44	6
Carter	11	1	5	McLaughlin	19	2
Cies	38	5	11	Meyer	3	4
Conkling	18	2	9	Moore	36	5
Coleman	4	1	1	Morton	41	5
Considine	7	1	8	Osmun	12	4
Coulter	31	3	9	Parks	16	1
Ellis	43	6	13	Reilly	32	3
Fadely	23	2	7	Roberts	14	6
Fairbairn	49	6	13	Rowe	50	7
Finley	39	5	12	Scott	6	4
Gerlach, A. E.	26	1	8	Shepard	47	6
Gerlach, K. H.	1	1	1	Shimmin	10	5
				Smith, F. A.	37	3
				Smith, H. E.	2	3
				Thompson	50	7
				Ungerer	5	3
				White	45	6
				Woodman	20	4

Coulter
Henaghan
Huffert
McCullly
Reilly
F. A. Smith
H. E. Smith
Ungerer

This is a decided improvement and we want to see it keep up.

Number of Orders.

Mr. K. H. Gerlach and Mr. Coleman tie for the first place, each with a total of 19 orders and business every day. A salesman is certainly working when he closes a total of 19 orders.

Mr. McDonald follows with a total of 14 orders and business every day; Mr. Ungerer stands No. 4 with a total of 12 orders; Mr. McLaughlin follows with eleven; Mr. Carter,

Mr. Barclay and Mr. Betton with a total of 9, 8 and 7 orders. The following men tie for ninth position, each having a total of six orders; Mr. Beelman, Considine, A. E. Gerlach, Lambert and Lott.

There are nine tie for 14th position, each with a total of five orders, namely Messrs. Conkling, Coulter, Henaghan, Huffert, Lindsley, Meyer, Shimmin, F. A. Smith and H. E. Smith.

There is somewhat of an improvement under this heading as well as under that of Day's Business, but still there are a number of men on the force who, while reporting a satisfactory total, do not begin to secure the business they could get by steady and systematic work. Of course there are deals that require a lot of nursing and cannot be hurried, but while these deals are maturing it does seem that a salesman could pick up some other business and at least report one order every day.

SOME GOOD ORDERS

Mr. Barclay's best order of the week was secured from a business college, and amounts to \$77.00. The subject selected was "Mrs. Murray's Strategy," in series M22. He also sold them a mixed order of cardboards and some Palm series blotters.

An ice and fuel company placed an order with Mr. Beelman amounting to \$102.50. Their selection was "The Sentinel" in series 1 and series 7 roll and "Eleanor" in De Luxe series D28. Mr. Betton's best order of the week amounted to \$126.75. It was given him by a bank, and the subject they selected was "An English Fishing Village" in series 2 roll and "Hallowe'en" in series M25.

Mr. Bing sold a furniture dealer and undertaker subject "A Merry Christmas" in series M16 the order amounting to \$155.00.

Mr. Brook's best order of the week is from a gas and electric company. He sold them "Raising the First American Flag" in jumbo roll and in series 22 roll. This order amounts to \$122.00.

A bank placed an order with Mr. Coulter amounting to \$83.25, their selection being "Ready for the Day's Work" in series M25. Considine landed a nice order from a jeweler amounting to \$217.00. He sold them "The Evening Song" in series M3. A milling company placed an order with Mr. Carter, selecting "Mrs. Murray's Strategy." Their order amounts to \$150.00.

Mr. Greenhalgh's best order of the week was secured from a seed company. He sold them "Rocky Fords" in series M25. "Lincoln in '61" landed a good order from a bank for Mr. K. H.

Gerlach. They ordered this subject in series M13 and series M14, and 500 announcements the entire order amounting to \$118.00.

Mr. Henaghan's best order of the week was a bank order amounting to \$152.50. He sold them "Monarch of the Farmyard" in series M20. They also purchased a small quantity of rolls "The Sisters" in series 4 and "Autumn in the Tyrol" in series 3.

Mr. Huffert sold a coal, iron and land company "A Clear Title" in series M10, the order amounting to \$83.00. Mr. Lindsley's best order of the week calls for our two splendid Lambert's in series 27 cardboard. The order amounts to \$175.20. Mr. Marks' best order was from a bank, he sold them "A June Rose" in series D4, the order amounting to \$158.00.

Mr. Meyer had two good orders during the week. A bank bought \$185.00 worth of "Virginia" in series 6 roll. He sold a wholesale liquor dealer "In the Park" in series D33. This order amounts to \$189.00. Mr. H. B. McDonald sold a drug company "In the Park" in series D33. This order amounts to \$79.00.

Mr. Osmun had two good orders during the week both being bank orders. The larger order calls for "Virginia" in 12x15 De Luxe, and amounts to 185.25. The other is a mixed order and amounts to \$121.50.

A bank placed an order with Mr. Parks amounting to \$79.75. Their selection was "Mrs. Murray's Strategy" in series M20 and "His Last Farewell" in series 3. A grain company gave an order to Mr.

Rosenfield for \$79.55, their selection being "Doris" in series 6 roll.

Mr. Roberts' two best orders of the week were for mailing cards. Both were placed by tailoring firms. One amounts to \$80.00, and the other \$134.00. Both orders call for Palm series.

"An English Fishing Village" captured a nice plum for Mr. Scott. The order was from a firm manufacturing bags, calling for the above subject in series 2 roll, and amounting to \$324.00. Mr. Scott sold a heating company 300 leftover rolls, subject "The Call" in series 1, and some MS blotters, the order amounting to \$124.00.

Mr. Shimmin's best order of the week was from a bank. He sold them "Fireside Reveries" in series D6, and "Lincoln in '61" in series D4, the order amounting to \$130.00. A loan and trust company gave Mr. Shimmin a mixed order for some De Luxe mounts amounting to \$83.25.

Mr. H. E. Smith had four good orders during the week. The largest was from a firm dealing in sporting goods and amounts to \$137.25. Their selection was "In the Marshes" in series 4 roll and "In the Heart of the Rockies" in series M31. A dealer in general merchandise placed an order with Mr. Smith amounting to \$128.00. Their selection was "Autumn in the Tyrol" in series M3. Another good order of Mr. Smith's calls for "Lincoln in '61" in series M4. This order amounts to \$127.00. He also sold a wholesale and retail grocery company "Doris" in series M6. This order amounts to \$119.95.

Mr. Ungerer's best order of the week was a bank order. He sold them a special hanger 16x23½. The order amounting to \$125.00. Another bank order calls for a special hanger, and amounts to \$105.00. Mr. Woodman sold an investment company \$130.00 worth of "A Gray Day, Holland" in series D7.

NEWS FROM THE FIELD

CIES SELLS A "TOO-BUSY-TO-LOOK" MAN.

Mr. Cies in an interesting letter tells, among other things, of the manner in which he handled the man that was too busy to look. There are other interesting remarks in this letter and particularly those about a certain rug salesman.

No man representing any company can sell every prospect he calls upon and disappointment is bound to be the lot of every salesman. The successful one is the fellow who tells you about the orders he gets and not about those he ought to have had. Cies says, "Don't hang around a bush that is picked dry and bemoan the fact that somebody got a basketful of berries. Hunt a fresh bush of your own." His letter follows:

"When I sold the — Mill yesterday I was told on asking to show my samples that they were too busy to look, must call some other time, etc. I merely said, "That will be impossible as I am going away tomorrow, only want two minutes of your time to show you two or three little things that are interesting advertisers." He said "I know what you fellow's two minutes mean, I have been there before." "Well" said I, "suppose you hold your watch on me." "All right" he said, "go ahead." I showed him our small De Luxe calendars, blotters and mailing cards outlining very briefly plans for using them, closing with the Fery series and verses. Here I said, "I don't want to run off abruptly, but I believe my two minutes is about up." He said "A minute and a half of it is anyway, send me 100 per month of those mailing cards with the verses and envelopes." This shows how a fellow can sometimes make a sale where he can't see a prospect.

I am particularly glad to get these people started with us for I am sure I can sell them more goods later.

It is an "old saw" among calendar salesmen—"for every man that quits using calendars two begin." When you find the man who has QUIT don't be discouraged hunt for the two that are going to begin.

A man once said to me, "Give a man a good

line of calendars and a reasonable amount of tact, let him go fast enough and far enough, showing his line to every possible prospect and he will always have some commissions due at the end of the month."

My wife was in the market for a rug several weeks ago. The man who would have gotten the business failed to show up at the time agreed on. Another man came in with just what she wanted and she bought. Since then the other fellow has made no less than five calls and lost fully half a day. What for? We don't want another rug and he knows it. Don't hang around a bush that is picked dry and bemoan the fact that somebody else got a bucket full of berries. Hunt a fresh bush of your own.

Sometime since I was talking to a grain buyer who said calendars were no good in his business. He said: "The man who pays an eighth of a cent more will get the business." I said, "But don't you think it would be a good thing to tell them who is paying that extra eighth of a cent?" He said, "There might be something in that." I got a hearing.

BEELMAN LANDS THREE ORDERS IN A SHOW DOWN OF GOODS.

Mr. Beelman is very much pleased with his work in a certain Minnesota town, which last year yielded him nothing. There are five buyers in the town two of them were away, and Beelman landed the other three in practically a show down. He says he is sorry the other buyers were away, else he would have made it five straight. His letter follows:

"The enclosed report while not a record breaker is very pleasing to me. I got skunked in this town last year, so had no friends nor reputation to help me out today. At the breakfast table I met the — Co.'s. salesman, the third they have tried out this year in Southern Minnesota, and learned he had five accounts in the town. It was a show down between the — Co. and the G.-B. Co. with three of them and we won three times, the other two were out of town so I had no chance to make it five

straight. Our De Luxe got one order; the strength of "Lincoln in '61" the next, and the beauty of our subjects the third.

I tackled one of my friends Mr. D—'s accounts. He just would not buy until he had seen Mr. D— in Oct., but the jumbos for school house distribution was too strong and he yielded.

I landed an order the other day from a man who believed in buying from the local printer and had promised to look over his line before placing his order. I told him that I was just as much a local man as the printer, that I confined my efforts to calendar selling, that I contributed \$2.00 or \$2.50 per day to their hotel every day of the year. He asked how I figured that out and I explained to him that as I stepped on the train another salesman stepped off to take my place and spend money with the hotel and bus line; that I took the place of some other salesman and it amounted to just the same as my staying at his hotel all the time.

He laughed; said, "You win," and gave me his order.

BEELMAN."

MORE EVIDENCE THAT MISSIONARY WORK PAYS.

Mr. Moore sends in a report for \$136.85 from a town in which he got but little business last year. These people have been buying from one of our competitors for a number of years, and although they had placed their order Mr. Moore showed them through the line and they thought it was great, and promised to look over the line this year. The result is that they split their order this year Moore getting just about as much as our competitor. We feel very confident that Moore will get a still larger slice or the order next January. His letter follows:

"Enclosed find report for Sat. with two orders for \$136.85. The mill is an old —Co.'s customers. I called on them last year, was too late, but showed them my line just the same. They thought it was great and said that they would remember me in the future. This year I called in January and they would not even look, but said I would get part of their business. So this time they were more pleased than ever and said they would look me over next year. The other company got \$115.00, but I don't think they will get as much next year.

The salesman for the other company left here Friday, so you see he doesn't pick quite as clean as he might, if he had the G.-B. line.

MOORE."

ROBERTS SELECTS "A MERRY CHRISTMAS" AS HIS PRIZE.

Mr. Roberts as you know won an original painting in the recent contest under heading "Gross Sales—New Men." He selects "A Merry Christmas" as his first choice, "Violets" as his second choice and "Marion" as his third choice. Mr. Roberts has certainly been doing some splendid work for us and we are mighty glad to be able to award him his first choice. He suggests that we ship a "prize grip" with the picture and we feel so confident of his winning we would be glad to do it but unfortunately the grips are not ready so we will hold "A Merry Christmas" and ship with grip later. His letter follows:

"I beg to acknowledge receipt of your favor of

the 6th inst. informing me that I have been fortunate enough to win the prize you offered for "Gross Sales, New Men." To be sure I am rather tickled over this, and can assure you that I will give my Palm Girl a most prominent place in my apartments. And then when I get to thinking sometimes of a long, hot, dusty tramp with a grip in each hand, three-quarters of a mile from the depot to the town proper, talking my fool head off to land a couple of small orders, eating a sinker and drinking a cup of doubtful coffee for lunch, sleeping on a cot at night and fortunate to get that, I can look at Miss Palm, and think to myself, "Well, old girl, you ARE a pretty good looking specimen—guess it was well worth it after all."

I wish also to thank you for your commendatory letter I can assure you that I do not intend to "sleep on the job," but will "keep after 'em" all the time.

I might suggest that you ship the picture and the prize grip at the same time; might be a little cheaper, and I could use the grip to good advantage immediately ? ? ?

My first choice is "A Merry Christmas"; 2nd "Violets," and 3rd "Marion." Kindly ship to me at 407 So. Hope St., Los Angeles, Calif.

Thanking you again, I am,

ROBERTS."

MARKS WORKS HARD FOR ORDER.

Mr. Marks sent in a fair order the other day and attached to it was a letter in which he stated that he had worked practically all day and had to go back at night to sell a prospect. After finally getting him interested, he found that the prospect would not buy without the consent of his wife, so Marks had to go and sell her, and then go back and get the order signed.

One sometimes has to work hard to save the day, but after all there is a great satisfaction in it. Mr. Mark's letter follows:

"Yours of the 6th received in Seymour today. Your little words of encouragement certainly help and make me feel as though I was not quite alone in my efforts.

The order I am sending in tonight is not much, but I worked all day and had to go back and work after supper, so as to be able to report a clean day. Its laughable and amusing to me the way I got this order. Called on the man before supper and arranged to demonstrate at 7:00 P. M. After showing him he did not know as he wanted to buy calendars and wanted to wait and show his wife the samples and talk it over with her. I could not think of allowing him to procrastinate the matter 12 hours, so put a bundle of calendars under my arm and went up and called on Mrs. K. for him. I sold her and got her to make a selection and came back and finished selling Mr. K., and got the signature. He has bought of one of our competitors previously.

MARKS."

COLEMAN SELECTS "MARION."

Mr. Coleman was at the factory a few weeks ago, while on his way to Toronto in connection with some personal matters, and we informed him at that time that he had won the prize for gross sales in the recent contest. Of course he was very much delighted but failed to make his selection when in the office, that is to say he favored two or three but did not finally settle on which one he wanted. We took

the matter up with him and he asks for "Marion." He certainly has selected a dainty subject, and we hope it will serve to remind him of his splendid work in the field the first nine weeks of the year. His letter follows:

"Be kind enough to hold "Marion" there until I determine on new address, and find out about the duty. Am afraid they will soak me heavy duty. Will advise later, and its certainly mighty nice to know she is mine.

COLEMAN."

MISSIONARY WORK PAYS.

Here is another illustration of the fact that missionary work pays. Mr. Fadely called upon an old Osborne customer last year, and could not sell them. He, however, made it a special point to show the line, with the result that when our competitors called upon these people this year they would not buy until they looked over the G.-B. line. Mr. Fadely landed them with our splendid marine "Off the New England Coast" by Gay.

The order is something under \$100.00, nevertheless, it certainly pays Mr. Fadely well for the trouble he took last Fall. Make it a point when you call upon a prospect who has not been shown the G.-B. line last year to let him know what we are doing here. Tell him about the company and its great success and the chances are that next year you will have the opportunity of showing the line. Mr. Fadely's letter follows:

"Find order and daily report enclosed, from R—. They are old Osborne customers, but this is the result in part to missionary work last Fall and to the stars we have in the line. Mr. W— the cashier had passed up both Osborne and Murphy and was waiting to see what the G.-B. Co. had. You have the result enclosed. Put a tack in this town. It pays to do missionary work and advertise.

FADELY."

"A Hampshire Cottage" Lands Nice Order for McCully.

Mr. McCully sent in a nice order calling for "A Hampshire Cottage" in series 10 roll amounting to \$180.40. The people placing the order have been old customers of one of our competitors and this year the salesman who called upon them evidently did not have the backbone to close the order, having agreed to submit samples. These samples were due to arrive the day that Mr. McCully called but in spite of this fact they placed their order for "A Hampshire Cottage."

There are rare instances where it is necessary to submit samples, but the practice does not pay the house nor the salesman as a rule. Mr. McCully's letter follows:

"The ——Company have had this order for years. They showed their line recently and were to submit two samples. They had not reached here this morning, but the company showed me a letter from them saying they were sending the samples and begging for the order. Well the enclosed order shows how they felt about the

other line. What makes it all the more fun is that the —'s man's father runs a hotel and is a good customer of this company.

This looks pretty good for the G.-B. line.

McCULLY."

MORTON GETS INTO THE HARNESS AGAIN.

Mr. Morton writes that he has been feeling far from well but he could not stand to be idle. The first proposition that he tackled on starting out was a man that did not have any time to even look at the line, but Mr. Morton finally sold him, and says he is feeling in high spirits again. His letter follows:

"Have been under the weather here for some time. Today was a pretty day although rather cold, and I could not stand it any longer; had to get out and get some business. The enclosed order for \$58.00 is the result and I sure did have to work for it. Mr. S. told me as I was leaving that he had no idea of buying when I came in, in fact he told me that he did not have time to look.

One of our competitors has been making his calendars and he was well pleased so you know what that means.

MORTON."

A LOYAL CUSTOMER OF McCULLY'S.

Mr. McCully sold an old customer of his, G.-B. calendars last year and they evidently were most satisfactory, as when the salesman of a certain competitor of ours tried to run down our work, he proceeded to tell this salesman in polite language that he did not know what he was talking about and that G.-B. calendars were good calendars. Mr. McCully's letter follows:

"Just met Mr. P— and he told me something too good to keep. He bought of us last year and has one of our house calendars hanging in his store.

One of our competitors called upon him recently, and gave our calendar a roast and said our work was bum. He said his was the greatest house in the country and proceeded to show Mr. P. some of his samples. Mr. P. told him he was not interested and the aleman asked him why, and he told him that he would not buy of him if he was the only calendar salesman in the U. S., that the G.-B. Co. had furnished him with what he considered a fine calendar, and if he ordered this year, which he expected to do, that they would get his order. Mr. P. is an old friend of mine and I can just imagine what he told this fellow.

McCULLY."

McDONALD SCORES WITH DAINTY DE LUXE.

A concern in Mr. McDonald's territory placed a subject to countermand order with one of our competitors. A look at our dainty De Luxe line settled the matter and Mr. McDonald secured a straight order. More evidence of the fact that subject to countermand orders are not worth the paper they are written on; his letter follows:

"This bank had placed their order with one of our competitors subject to countermand. Nuf said. See signature on order. How could they get away from Eleanor in De Luxe D801?

H. B. McDONALD."

AN APOLOGY TO MR. BEELMAN.

Through some mistake we failed to give Mr. Beelman credit for one order that he had sent in on the 6th, that is to say he got credit on the commission book, but not on the sales book, and the Editor in writing up the week in detail ending March 6th, gave him credit for a total of \$52.00 less than he actually had, furthermore only gave him credit for five days business, whereas he had a clean week to his credit. We are mighty glad that Mr. Beelman called our attention to this, as while of course, it would have made no difference in his commission account, we do not want to see the splendid record he has been making broken. We don't believe that he has missed sending in business a day since he has been in the field the first of the year, with the exception of a few days recently, in which he was called home on account of the illness of his wife. He is again at work, and reporting business with his usual regularity.

Mr. Beelman makes a suggestion that it might be a good plan to arrange a system of coupon receipts to be sent to the salesman each week with the Review, as he thinks it would insure the safety of every order taken. A system of this sort, of course, might work out satisfactorily, but we doubt very much as to whether it would serve the purpose for the reason that salesmen particularly those who are traveling in new territory very often miss their mail, and it is not infrequent that we receive letters stating that they have failed to receive their Review and asking for a duplicate. Unless the system was an absolutely perfect system it would be of no use.

Understand that we do not mean to convey the impression that the suggestion of Mr. Beelman's is not a good one, as if it could be worked out successfully it undoubtedly would be a satisfaction to salesmen to know that every order reached us. However, in this connection we want to say that we do not recall of a single instance last year of an order going astray.

QUALITY WINS.

Mr. Woodman landed a nice order last week amounting to \$604.75. He sold "Holly" in series D33 and attached to the order was a slip on which he states that we beat out all competitors on subjects and quality. Mr. Woodman stated that he would write us fully regarding the circumstances under which this order was secured, but up to

the time this goes to press we have not heard from him.

We simply mention this so that you will appreciate the fact that our De Luxe line is capturing some very important orders. Push them for all they are worth. A distribution of any of our De Luxe calendars is sure to prove a profitable investment for any advertiser.

TWO-COLOR PADS FOR 1909

We are entirely out of stock of all two color pads for 1909 with the exception of a few hundred No. 11. We will not, therefore, accept any further orders calling for pads to commence prior to January 1st, 1910, on any calendars calling for these pads unless orders are of sufficient volume to warrant a special run. Pads No. 1 to No. 6 we are in a position to supply commencing with any month provided the regular extra charges are made in accordance with instructions on page 230 of price book.

WITHDRAWAL NOTICE LEFT-OVERS

Salesmen having
Samples of the following
6x14 Cardboards
must destroy them at
once, as we are sold out

**2091
2092
2095**

 **Positively No Further
Orders Will Be Accepted**